

Vinsent is a global marketplace that directly connects wineries and wine lovers



Highlights

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- 1 Onboarded 100+ wineries with Futures and Ready to Ship wines
- 2 Launched advanced MVP app on iOS, Android and web
- 3 We've shipped direct-to-consumers in 15 countries
- 4 Built curation team of wine 'ambassadors' in Europe
- 5 Established the "Vineyard-to-Table"

Our Team



Jacob Ner-David

I love innovation, challenging the status quo, and especially products and services that can make the world a better place. And of course it has to be fun, with good people that know how to laugh (at themselves and the world).

Jacob: As a winery owner and veteran of many tech start-ups, I was frustrated at the lack of modern tools being used in the wine industry for connecting consumers and producers.



Gil Pico



Jon Schroeder

Pitch



\$350B+ Global wine market

\$78B Global **Fine Wine** market (\$20+/ bottle)

\$10B+ USA **Fine Wine** market

50K+ Wineries across the world

5% Of wine is sold online (globally)

Sources: GLOBAL WINE MARKET FORECAST 2019-2025, GLOBAL TRENDS 2018, STATE OF THE WINE INDUSTRY REPORT 2020, Luxury Marketing Report



Inefficient supply chain
Up to 7% of retail revenue goes to distribution channels, and only 1/3 to the wineries

Long financial cycle
It takes between 1-3 years for wineries to start monetizing their products - i.e. wines.

No loyalty
Disconnect between vintner and buyer prevents from building customer loyalty

Authenticity at risk
20% of wines purchased estimated to be "fake-wine," exposing consumers to fraud and lost revenue for winery

Sources: **VW WINE MARKET REPORT**

Our vision

To reinvent the way people buy, own and experience wine by **connecting** wineries and wine consumers **directly** in **one single digital and trusted place**



Vinsant

The COVID 19 effect

% OF REGULAR WINE DRINKERS WHO PURCHASE WINE ONLINE: 2020 VS. 2017
US market sees most significant rise in the proportion of regular wine drinkers purchasing wine online, accelerated by the impact of Covid-19: a quarter of US wine drinkers now use online channel for wine purchase



Vinsant



What exists today?

- Wineries which have developed their online presence through SAAS platforms
- Retailers that have created online shops

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- Dedicated wine ecommerce players (such as wine.com) that buy wine from local distributors -- no direct connection to winery



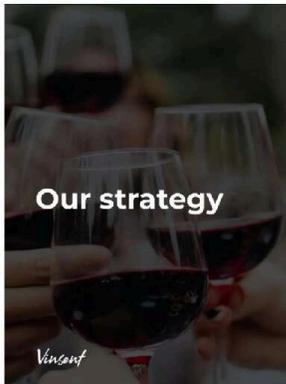
What is VinSent?

A **Global** digital Direct to Consumer **Marketplace** that enables wineries and wine lovers to connect **directly** and sell-by **Fine Wine**



In the 2020 landscape mapping done by the wine analytics firm Emetry, a new category had to be created for Vinsant as :

The only true DTC two sided Marketplace



Connect wineries and wine lovers by :

Enabling purchase from wineries of:

- Wine still in the barrel (i.e. "Wine Future")
- "Ready to Ship" wine

Creating a sense of experience and community
that does not currently exist in online (or offline) wine commerce
With exclusive content and engagement



Tokenizing wine to allow to :

- Trace it down the chain
- Authenticate it is genuine (when in the bottle)
- Trade it in a secure & easy way (before and after it is bottled)

*20% of wines purchased estimated to be "fake-wine," exposing consumers to fraud and lost revenue for winery (Sources: [EY WINE MARKET REPORT](#))

*Recent case: (Jan 2021) of mega fraud in China
https://www.scoop.international.com/news/2021/01/20/2021-01-20-100-1131-EMBED-15-COPY-018-utm_medium=main&utm_term=.172265046-f01333610-223156502



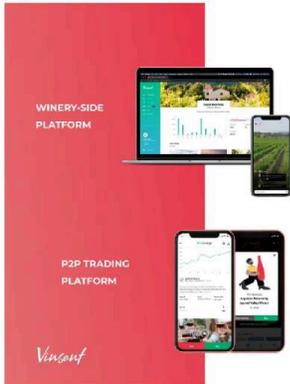
Our achievements SO FAR

TECH

- Launched full digital marketplace with consumer facing app on iOS, Android and web, and a blockchain ledger on RVN blockchain for "future" wines



- Creation of the first virtual cellar - crypto wallet
- OPERATION**
- Established curation team of 'ambassadors' in Europe
 - Onboarded 100+ wines (Futures and Ready to Ship) from boutique wineries in leading terroirs
 - Solved logistics and legal hurdles - Shipped to 15 countries
- BUSINESS**
- Initiated marketing focused on a US curated base of consumers and reached monthly revenues of \$75K in Jan 2021
 - Established strategic partnerships for B2B2C Logistics



Our NEXT STEPS

- TECH**
- Enhance the digital journey: discovery, recommendations, exclusive content and sense of community
 - Launch a winery-facing onboarding and management platform to ease engagement and analytics (including upselling Professional Services in digital marketing)
 - Blockchain:
 - Launch P2P trading platform for wine future.
 - Register bottles on Blockchain
- OPERATION**
- Add new wines, new geography focus
 - Optimize logistics routes and tracking
- MARKETING**
- Enhance Content Marketing
 - Deploy multi channel Digital Marketing Plan
 - Expand partnerships





Jacob Ner-David
Chief Executive Officer



Gil Picovsky
Chief Operation Officer



Habib Hinn
Dev. Lead



Mike Wolman
Digital Marketing Manager



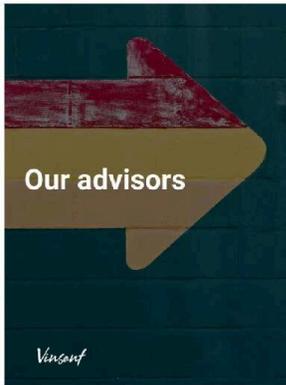
Jordan Erasmus
Social Media and Analytics Manager



Gerard Spatafora
Chief Winery Ambassador



Kim Loranger
Content Manager





Jennifer Williams-Bulkaley
Founder and CEO of Vinolytics



Tron Black
President, Raven Foundation



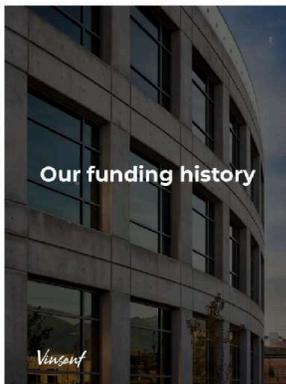
Adam Chahramani
Former Product manager for Wine Spectator's mobile portfolio



Tim Clew
Managing Partner The Wine Trust



Jeff Pulver
Tech Visionary



- Vinsent has raised **\$2.75M** to date.
- Medici Ventures, the blockchain arm of Overstock (NASDAQ: OSTK), invested **\$2.5M** in cash and in software development services and incubated Vinsent in Salt Lake City till October 2020.
- Vinsent started as an Israeli based company and migrated to the US beginning of 2021 to be closer to its target market.
- **Vinsent is starting a Reg CF (crowd funding) capital raise on the Dalmore Group CF platform.**



Visit us on: www.vinsent.wine

Cheers !
Vinsent